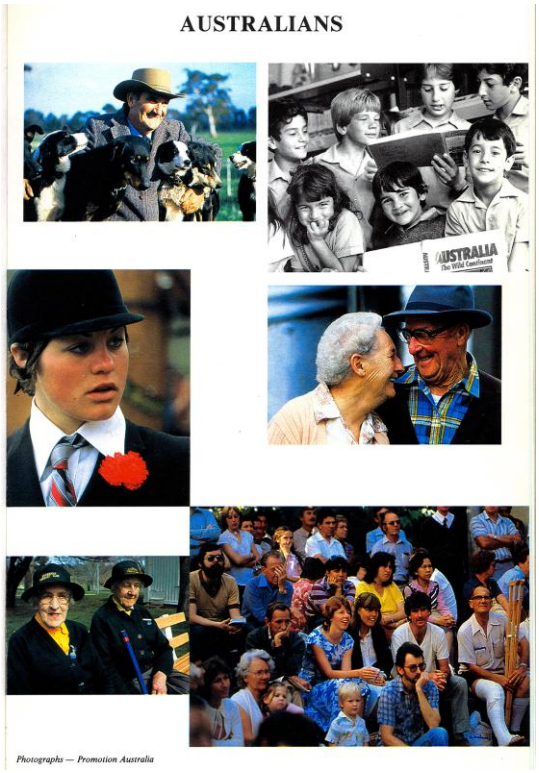
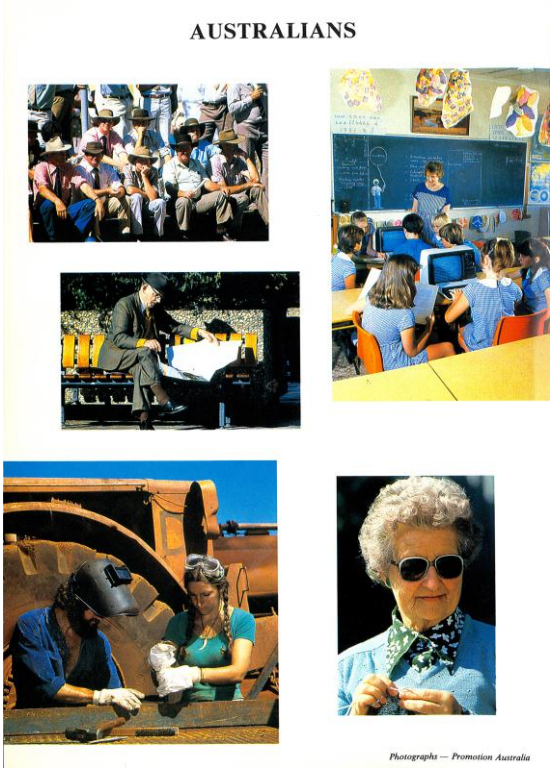
ABS Education Services
C2011_1.2
Name: _____
Date: _____

Australian Demographics

These images depicting Australians are found in the Australian Bureau of Statistics Year Book Australia 1988.





Compare the images above with the images you can find online for at least three health care funds. Write the addresses of the funds you visited below.

What main similarities and differences do you notice?

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1. Imagine there are ten people represented in the outline below. By looking at the demographics (statistical make up) of the population in the 2006 Census, fill in the characteristics of these ten individuals. For example you may consider **one** of the following ways to group the population. Show your working out.

Sex

PERSON CHARACTERISTICS	Australia 2006 Census	% of total persons 2006 Census
Total persons (excluding overseas visitors)	19,855,288	-
Males	9,799,252	49.4%
Females	10,056,036	50.6%
Indigenous persons (comprises Aboriginal and Torres Strait Islander)	455,031	2.3%

Age

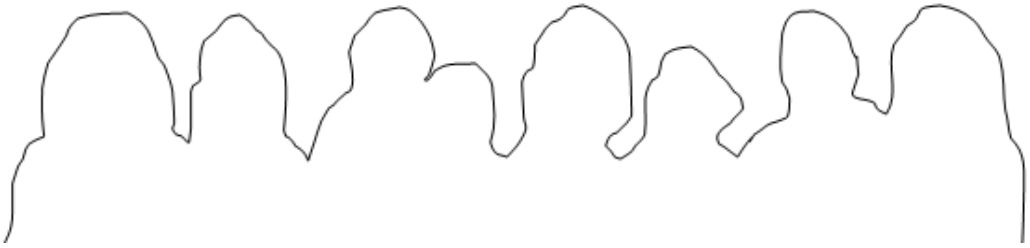
AGE	Australia 2006 Census	% of total persons 2006 Census
Age groups:		
0-4 years	1,260,405	6.3%
5-14 years	2,676,807	13.5%
15-24 years	2,704,276	13.6%
25-54 years	8,376,751	42.2%
55-64 years	2,192,675	11.0%
65 years and over	2,644,374	13.3%
Median age of persons	37	-

Ancestry

COUNTRY OF BIRTH MAIN RESPONSES FOR AUSTRALIA	Australia 2006 Census	% of total persons 2006 Census
Australia	14,072,944	70.9%
England	856,939	4.3%
New Zealand	389,463	2.0%
China (excludes SAR's and Taiwan Province)	206,591	1.0%
Italy	199,121	1.0%
Viet Nam	159,850	0.8%

2. See if you can take into account two of the three attributes from the list above. Carefully explain how you worked out how many people in the picture represented each of the characteristic.

3. Show the ten people if you took into account all of the characteristics from the data. Again carefully explain how you came up with the characteristics for your diagram.



Why do you think it is important for advertisers to accurately portray the population when it is trying to reach consumers?